



## **Packaging awards received for Simple Steps™ heat-and-serve microwaveable package**

### **Flexible Packaging Association, 2003 Highest Achievement Award**

The Flexible Packaging Association conducts the annual Flexible Packaging Awards competition to showcase the industry's tremendous innovation and advance the seemingly endless uses for flexible packaging. Over the past several years, the Flexible Packaging Achievement Awards competition has become one of the most respected in the industry thanks to the outstanding caliber of packaging entries, the objective and methodical judging process, and the extensive media coverage of the competition winners. Its focus on breakthrough technologies, printing techniques, package structures, environmental advantages and new end-uses puts the Achievement Awards program in a class by itself.

### **16th DuPont Awards, Gold Award in the Food Category**

The DuPont Awards for Innovation in Packaging is an international, independently judged competition to recognize food and non-food industry advances that utilize plastic packaging materials. Awards are presented in food and non-food categories. The program has attracted hundreds of entries from 33 countries since its inauguration in 1986. Past winners have enjoyed extensive press coverage and industry recognition.

The competition is sponsored by DuPont, in cooperation with the National Food Processors Association (NFPA) in Washington, DC, and the Campden & Chorleywood Food Research Association in Gloucestershire, England.

The awards focus broadly on food and non-food packaging industry innovations, recognizing that new developments result from contributions made at virtually any point in the supply chain, from technology, equipment, printing and graphics to the final end-use package.

### **2003 Ameristar winner**

The AmeriStar Package Awards **honor the best packages** of the year. The results are rewarding and educational for the innovators, the achievers, the judges and the packaging profession as a whole. Entering AmeriStar is truly a mark of distinction for your chosen field.

#### **Judging is based on the following criteria:**

- 1. Innovation:** Does the entry demonstrate a creative application of a new idea or a new use of a conventional idea? Does it represent a major technical advance, use new designs, materials or techniques? Does it show technology transferred from one use or one industry to another use or industry?
- 2. Protection:** Does the entry provide superior protection considering biological, chemical and distribution requirements? Address the original protection requirements of this package design. Do the testing methods specified sufficiently address the expressed protection needs for this application? Has the package successfully met the testing requirements?
- 3. Economics:** Are there special cost reduction factors to be considered? Describe in detail how cost savings were recognized (i.e., damage reduction, labor costs, warehousing/storage costs, etc.). Was the life cycle extended (i.e., product durability, # of uses, material elimination, improved strength of material, etc.)?
- 4. Performance:** How does the package fill, open, re-close, store? Does it run efficiently on existing machinery lines? Does it integrate into the distribution system well? Are there new benefits to end-users, including handling, storage and warehousing?
- 5. Marketing:** How does the structural and graphic design contribute to the product's image, shelf impact and acceptability? If a redesign, how did it improve the acceptability of the package?

**6. Environmental Impact:** How does the package address environmentally responsible considerations such as source reduction, recycling and reuse?

### **2003 Worldstar winner**

The pre-eminent international award in packaging, WorldStar illustrates the continual advancement of the state of our packaging art and creates a living standard of international packaging excellence from which others may learn. WorldStars are presented only to those packages which, having already won recognition in a national competition, are compared by an expert panel of judges to similar packages from around the world. Awards are based on the judges' consensus that a package is superior in its own right, and better in its class in execution or innovation by comparison.